



കേരള ഗസറ്റ് KERALA GAZETTE

ആധികാരികമായി പ്രസിദ്ധപ്പെടുത്തുന്നത്
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PART III

Police Department

SHORT TENDER NOTICE

No. H6(b)/147424/2015.

15th September 2015.

Sealed tenders are invited for the advertisement in Sabarimala Virtual Queue Webportal for the following Advertisement slots so as to reach this office on or before 12 Noon on 30-9-2015.

Sl. No.	Tender No.	Name of Advertisement Slot	Minimum Tariff for placing Advertisement	Size in Pixels/cm	Required EMD	Cost of tender form in	Date and time of tender opening
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
1	52/2015	Home Page Head Banners—Round Robin slots	` 3,00,000 for each slot	728 × 90 Pixels	` 3,000	600 + 5% VAT	30-9-2015, 3 p.m.
2	53/2015	Home Page Bottom Banners—Round Robin slots	` 1,00,000 for each slot	468 × 60 Pixels	` 1,500	400 + 5% VAT	do.
3	54/2015	Home Page Middle Banners—Exclusive slot (2)	` 3,00,000	300 × 250 Pixels	` 3,000	600 + 5% VAT	do.
4	55/2015	Home Page Middle Banners—Exclusive slot (4)	` 1,00,000 for each slot	234 × 60 Pixels	` 1,500	400 + 5% VAT	do.
5	56/2015	Inner/Static Page Ad Banner—Exclusive slot	` 3,00,000	160 × 600 Pixels/ 468 × 60 Pixels	` 3,000	600 + 5% VAT	do.

(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
6	57/2015	Inner/Static Page Ad Banner—Round Robin slots	` 50,000 for each slot	160 × 600 Pixels/ 468 × 60 Pixels	` 1,500	400 + 5% VAT	30-9-2015, 3 p.m.
7	58/2015	Profile Registration Page Ad Banner—Round Robin slots	` 1,00,000 for each slot	728 × 90 Pixels	` 1,500	400 + 5% VAT	do.
8	59/2015	Pilgrim's Coupon Ad—Main slot	One lakh Coupons ` 50,000	580 × 70 Pixels	` 1,500	400 + 5% VAT	do.
9	60/2015	Pilgrim's Coupon Ad—Small slot	One lakh Coupons— ` 25,000	280 × 60 Pixels	` 1,500	400 + 5% VAT	do.
10	61/2015	Email Banners—Exclusive slot	One lakh Emails— ` 50,000	728 × 90 Pixels	` 1,500	400 + 5% VAT	do.
11	62/2015	My Profile Tab Ad Banner—Exclusive slot	` 1,50,000	336 × 280 Pixels	` 1,500	400 + 5% VAT	do.
12	63/2015	My Profile Tab Ad Banner—Round Robin slots	` 50,000 for each slot	336 × 280 Pixels	` 1,500	400 + 5% VAT	do.
13	64/2015	My Home Tab Ad Banner—Exclusive slot	` 1,50,000	250 × 250 Pixels	` 1,500	400 + 5% VAT	do.
14	65/2015	My Home Tab Ad Banner—Round Robin slots	` 50,000 for each slot	250 × 250 Pixels	` 1,500	400 + 5% VAT	do.
15	66/2015	Profile Registration Page Ad Banner—Exclusive slot	` 1,50,000	250 × 250 Pixels	` 1,500	400 + 5% VAT	do.
16	67/2015	Profile Registration Page Ad Banner—Round Robin slots	` 50,000 for each slot	250 × 250 Pixels	` 1,500	400 + 5% VAT	do.
17	68/2015	Virtual Queue Entry Card—	One lakh cards— ` 1,25,000 Two lakh cards— ` 2,00,000 Five lakh cards— ` 4,00,000	10.5 cm × 7cm	` 1,500	400 + 5% VAT	do.

1.0 About Sabarimala Virtual Q System

Sabarimala is the most visited pilgrim centre in Kerala. The number of devotees to Sabarimala is increasing every year exponentially. Kerala Police is responsible for the crowd management of the pilgrims visiting Sabarimala during the pilgrimage season starting from October to January. To regulate and streamline the devotees at Sabarimala, the Kerala Police had designed and developed software titled “Sabarimala Virtual Q-System” which was introduced in the Sabarimala Festival Season 2011-12. This project won Kerala State Chief Minister's Award for Innovation in Public Policy under Public Service Delivery category worth ` 4,00,000.

Kerala Police had further improved and refined the Application Software and introduced a new web portal (www.sabarimalaq.com) in cloud environment during the festival season 2012-13 with the help of Keltron. Multi-coloured Entry Cards were introduced during the festival season 2013-14 for the effective control of pilgrims flow.

The Portal enabled the pilgrims to reserve their place in the Queue for the Sabarimala Pilgrimage at a specified hour on any day when the shrine is open on a “First Come, First Serve” basis. The pilgrims could select the date and time of joining the queue, by accessing the Web Portal and they were provided accommodation in the Queue subject to availability.

Devotees from all over the world who propose to visit Sabarimala will benefit by this portal. It will have more details, information and guidelines which are very useful for the Sabarimala Pilgrims, with multi language support.

<i>Year</i>	<i>Coupons Allotted/Booked</i>	<i>Domain Hits/ Page Views</i>	<i>Server Location</i>
2011-12	3,79,846	3,62,50,017	State Data Center
2012-13	15,64,835	1,96,28,926	Amazone Cloud
2013-14	15,29,055	2,08,07,572	Amazone Cloud
2014-15	13,54,162	2,10,12,324	Amazone Cloud

1.1 To avail the facility

Booking in the Virtual-Q system will start from the first week of October 2015. Pilgrims can book their slots 6 to 8 weeks in advance in the Virtual-Q system. While registering, the pilgrims have to furnish their name, age, address, photograph, details of photo, identity card, etc. The date and time of joining the queue can be chosen by the pilgrim according to the availability of hourly slots. After successful booking pilgrims have to download and print their coupons. The Virtual-Q Coupon contains the date & time of darshan, name and photograph of the pilgrim, barcode, etc. During the pilgrimage the pilgrims are required to carry these coupons and the photo identity card used for registration.

Pilgrims have to produce the Coupon and Photo Identity Card at the Queue Coupon Verification Counters facilitated exclusively for this purpose at Pampa. Only those who carries “Verified” coupons are entitled to avail the facilities of Virtual-Q System from Pampa to Sannidhanam.

Virtual-Q-Coupon facility is provided by Kerala Police as a part of Crowd Management which in turn saves precious time for the Pilgrims. This facility is absolutely free of cost to the pilgrims as it is funded by advertisement revenue as permitted by the Govt. of Kerala. Pilgrims without Virtual-Q-Coupon can also have their pilgrimage as in the previous years, through the conventional queue. Pilgrims coming through the Virtual-Queue System are allowed to join the queue at Sannidhanam Nadapanthal.

2.0 General details about Advertisement

Kerala Police would like to make the “Sabarimala Virtual Q Portal” a self sustained initiative by providing opportunities to display advertisements. There will be various advertising slots in the Portal Home page and Inner Pages, Profile Registration Pages, Time Slot Booking Pages, in emails and SMS being sent to those who register as well as in the Coupon Printout which is to be carried by the devotees.

These will be excellent opportunities for Companies/Organizations to advertise about their brand, products and services and also to display their message. The Advertisement Banners will have high visibility and influence and the Advertisements on the Coupon will have huge impact considering the importance of the coupon to a devotee.

We propose to accept advertisements from Government/Government Run/Public Sector Firms/Private Firms as approved by Govt. for raising funds for the purpose of implementing the scheme.

In the coming Sabarimala festival season which commences on the 16th November 2015, about 32 lakhs pilgrims are expected to avail of this facility. In other words, 32 lakhs pilgrims will print their Virtual Queue Coupons and produce it before the authorities for joining the queue at Sabarimala. This Virtual Queue Coupons also afford excellent opportunity for advertising the services/products and for printing the message.

By way of confirmation of the reservation made by a pilgrim for joining the queue at Sabarimala, an email or a SMS is generated by the system and sent to the person who makes the reservation. The text messages for advertising the services/products can be included in these emails/SMS. The text message with advertisement will also be sent for the response to the various queries of pilgrims regarding available parking slots, weather condition, position of tail end of the conventional queue, etc.

The portal has been designed and developed by professional team and would be using the cloud computing environment for continuous server availability.

3.0 Terms and Conditions

1. The selection of advertisement will be on open tender. However selection of Round Robin Slots over Exclusive slot or vice versa will be decided by the Advertisement Selection Committee keeping in view the best interest of the scheme.
2. The bidding will start on a minimum amount as mentioned in the table above. The bidders are free to quote maximum amount acceptable to them.

3. The advertisement space should not be sublet by the quoted firm.
4. The bidder should have valid PAN/Taxation Index Number. Copy of PAN/Taxation Index Number allocation letter should be enclosed along with the tender.
5. The tenders should be superscribed with Tender Number and name of the advertisement slots and addressed to the State Police Chief, State Police Headquarters, Vellayambalam, Thiruvananthapuram-695 010, Kerala. The tenders shall reach the office on or before 12 Noon on 30-9-2015. Tenders received after the due date and time will not be considered.
6. Opening of tenders:—Bids of the offers received with requisite EMD or Bid security will be opened on 30-9-2015 at 4 p.m. in the presence of the representatives of the advertisers/vendors who may be present at that time. All tenders received without EMD will be rejected, outright.
7. The portal will be functioning and advertisements will be placed only for the months starting from October 2015 to January 2016, the minimum Tariff for advertisement is mentioned in specification.
8. The auction will be confirmed in the name of highest bidder subject to condition. He will deposit the full auctioned amount with other charges if any should remit immediately.
9. The payments are to be in favour of Kerala Police drawn as DD in favour of State Police Chief, Kerala (SBT A/c No. 67196145343). The payments will be remitted as in full upon on confirmation of the bid.
10. The advertisement will be exhibited strictly in accordance with the guidelines and decorum of the Sabarimala as a religious pilgrim destination. Any advertisement that is offensive, not suitable or against the religious beliefs will be summarily rejected.
11. The Advertisement Selection Committee is the final authority to decide upon the final selection and approval of the slots and advertisers.
12. The size specified in the advertisement slot is fixed in size and not variable.
13. The banners/art works in the pre defined size and file formats are to be provided by advertisers.
14. The art works/banners are to be provided to Kerala Police in advance along with the request, for approval. Kerala Police may request to modify or remove the advertisements if found objectionable.
15. Kerala Police may modify or alter the advertising placements when necessary.
16. The Placement of advertising at the portal does not indicate any relation of advertiser with Kerala Police and cannot be deemed as an acceptance or treated as an obligation of any nature.
17. All the advertisement publishing and delivery will be with respect to the Privacy Policy of individuals.
18. The State Police Chief/The Advertisement Selection Committee reserve the right to cancel/reject/alter the advertisements/slots/advertisers without assigning any reason thereof.
19. The State Police Chief is empowered to reject/withdraw the advertisement placement at any point of time if decided.
20. In case of tie ie. one or more vender opts for same slot or same price then the decision of the Advertisement Selection Committee has the discretionary power to select the Ad. for the slot.
21. If adequate tenders are not received, the Advertisement Selection Committee has the discretionary power, to sold the advertisement space/slots directly.
22. The tender No. 59, 60, 61 and 68 viz. Pilgrims Coupon Ad (2), Email Banners and virtual Queue Entry Card are based on number of Pilgrims coupons/Email/Entry cards. If the agreed numbers of Pilgrims coupons/Email/Entry cards are not generated due to less number of pilgrims can avail the facility of Virtual Queue the remaining proportionate amount will be refunded.
23. If the confirmed advertisement is not placed in the proposed space/slot. And it is the mistake made by Kerala Police the amount will be refunded.
24. Kerala Police does not guarantee any specific number of visits, clicks or results for the advertisements published.
25. Intending tenderers may on application to the State Police Chief, Kerala obtain requisite tender forms on which the tenders should be submitted or download the tender forms from the Official website of Kerala Police viz. www.Keralapolice.gov.in and the Sabarimala web portal viz. www.sabarimalaq.com. The tenderers who download forms should submit the required tender value as a Demand Draft along with the tender.

26. Earnest Money Deposit (EMD) should be furnished along with the tender. EMD may be submitted either in crossed Bank Drafts/Treasury Savings Bank Deposits/Government Promissory Notes/Bank Guarantee or National Saving Certificates drawn in favour of Assistant Inspector General of Police, Police Headquarters, Thiruvananthapuram-10. The name of the firm and tender number should be mentioned in the reverse side of the EMD and tender cost. Firms which are exempted from furnishing EMD should produce a copy of relevant authorized document for verification. Without EMD, the tenders will be rejected.
27. Specifications and list of advertisement slots of tender shall be obtainable from Police Headquarters during working hours of Police Headquarters or from the Police website as mentioned above.
28. In the case of foreign advertisers/vendors, the rates are to be quoted in Indian Rupees.
29. Police Department is not liable to send any individual communication.
30. The Advertisement Evaluation and Selection Committee Consisting of the following officials. The Evaluation and Selection of Advertisement is on 3-10-2015 at 10.30 a.m. at the Office of Additional Director General of Police, South Zone, Nandavanam, Thiruvananthapuram.
 - (1) Additional Director General of Police, South Zone — Chairman (0471-2323775)
 - (2) Inspector General of Police, Thiruvananthapuram Range — Member (0471-2330768)
 - (3) Asst. Inspector General of Police-(PG), Police Head Quarters — Member (0471-2721388)
 - (4) Superintendent of Police, Police Computer Centre — Member (0471-2445965)
 - (5) System Analyst/Program Manager, Police Computer Centre — Member (0471-2556229)
 - (6) Asst. Commandant, Police Computer Centre — Member (0471-2447620)
31. Decisions of the Hon'ble High Court of Kerala, Government of Kerala will be binding on the advertisers.
32. All disputes will be adjudicated by the competent Court in Thiruvananthapuram, Kerala only.
33. In the event of any dispute arising among the bidders subject to conditions given in serial number 30 and 31, the decision of State Police Chief in this regard shall be final and binding on all participants.

3.1 Address for Communication related to Advertisement

Superintendent of Police, Police Computer Centre, SCRB, Pattom, Thiruvananthapuram, Kerala
Email: sabarimala.pol@kerala.gov.in

Any Clarification regarding Size of the Advertisement Slot Contact Persons

Dili, S. – 9446089402

Mukesh, M. R. – 9497936101

Abdul Rassi, A. – 9497936102

Note to Advertisers:

1. Advertisements like Pilgrim's coupon Ad can be opted for a particular number or State, for which multiple language ads can be printed.
2. Email banners and SMS Ad can also be based on the State, or numbers.
3. Mention the preferences like State in the particulars of the Tariff form.
4. Advertiser need to provide the artworks in the prescribed size of the advertisements.
5. For Banner Ads and Email banners, GIF, SWF or JPG format is preferred. For printed coupons, PDF or JPG files, for SMS, Word or text file is to be provided.
6. Kerala Police will not be responsible for the errors or omissions on the, artwork provided.

NB:— The Evaluation and Selection of Advertisement is on 3-10-2015 at 10.30 a.m. at the Office of Addl. Director General of Police, South Zone, Nandavanam, Thiruvananthapuram.

Police Headquarters,
Thiruvananthapuram, Kerala.

(Sd.)
For State Police Chief.